

Applicant : Doug J. Ahmann et al.  
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Attorney's Docket No.: 07844-374001/P350

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### Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

### Listing of Claims:

1-35. (Canceled)

36. (Currently Amended) A computer program product, tangibly stored on a computer-readable medium, comprising instructions operable to cause a computer to:
- receive as an input base visual content;
  - generate a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate user-created slices and program-generated slices;
  - receive [[an]] input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;
  - receive input from [[a]] ~~the user that generated defining~~ intermediate visual content for each trigger event, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content ~~freely as an integral image without regard to slice boundaries of user-created slices and program-generated slices;~~
  - ~~automatically~~ generate a set of viewing image files containing viewing visual content derived from the base visual content;
  - use the content division structure to divide the intermediate visual content and the viewing visual content into slices corresponding to the slices of the base visual content; and
  - computationally compare the base visual content and the intermediate visual content ~~to~~ ~~automatically~~ [[,]] identify image slices where the base visual content and the intermediate visual content differ visually and generate a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.
37. (Previously Presented) The computer program product of claim 36, further comprising instructions operable to cause a computer to:

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generate a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generate a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

38. (Previously Presented) The computer program product of claim 36, wherein the swap image files are optimized for transmission over a computer network.

39. (Previously Presented) The computer program product of claim 36, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

40. (Previously Presented) The computer program product of claim 36, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.

41. (Currently Amended) A computer-implemented method of creating interactive visual content for display by a viewing application executing on a computer, the method comprising:

receiving as an input base visual content;

generating a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate user-created slices and program-generated slices;

receiving [[an]] input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;

receiving input from [[a]] ~~the user that generates~~ defining intermediate visual content for each trigger event, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content ~~freely as an integral image without regard to slice boundaries of user-created slices and program-generated slices~~;

~~automatically~~ generating a set of viewing image files containing viewing visual content derived from the base visual content;

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using the content division structure to divide the intermediate visual content and the viewing visual content into slices corresponding to the slices of the base visual content; and computationally comparing the base visual content and the intermediate visual content to automatically identify, identifying image slices where the base visual content and the intermediate visual content differ visually and generate generating a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.

42. (Previously Presented) The method of claim 41, further comprising:  
 generating a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generating a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

43. (Previously Presented) The method of claim 41, wherein the swap image files are optimized for transmission over a computer network.

44. (Previously Presented) The method of claim 41, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

45. (Previously Presented) The method of claim 41, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.

46. (New) The computer program product of claim 36, further comprising instructions operable to cause a computer to:

receive as an input a user division structure for the base visual content; and  
 generate the content division structure to conform to the user division structure.

47. (New) The method of claim 41, further comprising:  
 receiving as an input a user division structure for the base visual content; and  
 generating the content division structure to conform to the user division structure.

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48. (New) A computer program product, tangibly stored on a computer-readable medium, comprising instructions operable to cause a computer to:

receive as an input base visual content;

receive as an input a user-defined image division structure dividing the base visual content;

generate a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate image slices corresponding to the user-defined image division structure;

receive input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;

receive input from the user defining intermediate visual content for each trigger event, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content as an integral image without regard to boundaries of user-created slices and program-generated slices;

generate a set of viewing image files containing viewing visual content derived from the base visual content;

use the content division structure to divide the intermediate visual content and the viewing visual content into slices corresponding to the slices of the base visual content; and

computationally compare the base visual content and the intermediate visual content, identify image slices where the base visual content and the intermediate visual content differ visually and generate a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.

49. (New) The computer program product of claim 48, further comprising instructions operable to cause a computer to:

generate a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generate a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

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50. (New) The computer program product of claim 48, wherein the swap image files are optimized for transmission over a computer network.

51. (New) The computer program product of claim 48, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

52. (New) The computer program product of claim 48, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.

53. (New) A computer-implemented method of creating interactive visual content for display by a viewing application executing on a computer, the method comprising:

receiving as an input base visual content;

receiving as an input a user-defined image division structure dividing the base visual content;

generating a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate image slices corresponding to the user-defined image division structure;

receiving input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;

receiving input from the user defining intermediate visual content for each trigger event, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content as an integral image without regard to boundaries of user-created slices and program-generated slices;

generating a set of viewing image files containing viewing visual content derived from the base visual content;

using the content division structure to divide the intermediate visual content and the viewing visual content into slices corresponding to the slices of the base visual content; and

computationally comparing the base visual content and the intermediate visual content, identifying image slices where the base visual content and the intermediate visual content differ

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visually and generating a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.

54. (New) The method of claim 53, further comprising:

generating a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generating a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

55. (New) The method of claim 53, wherein the swap image files are optimized for transmission over a computer network.

56. (New) The method of claim 53, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

57. (New) The method of claim 53, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.